

## Statistics

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### Population (2003)

Louisiana:	3,370,798	metro	(1.4% of total U.S. metro)
	<u>1,125,536</u>	non-metro	(2.3% of total U.S. non-metro)
	4,496,334	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Louisiana:	380,774 jobs	(16.1% of total Louisiana employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Louisiana:	27,413	(1.3% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Louisiana:	286 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Louisiana:	\$1.8 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #33**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cane for sugar	368,924	36.6
Cotton	158,666	4.1
Cattle and calves	157,153	0.4
Corn	152,095	0.9
Soybeans	123,687	0.9

#### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Louisiana: \$4.9 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Louisiana: 20  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Louisiana: \$51,000  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Louisiana: 96 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Louisiana: 0  
Total: 96

## **Marketing Products and Services**

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#### **Specific to Louisiana**

##### **Louisiana Farmers Attend Deep South Fruit and Vegetable Conference**

In December 2005, the Deep South Fruit and Vegetable Conference was held in Mobile, Alabama. The conference was hosted by the USDA Sustainable Agriculture Research and Education Program; agriculture departments from Mississippi, Alabama, and Louisiana; and

the Gulf South Blueberry Growers Association. It brought southern fruit and vegetable growers together to learn methods of improving their farm operations. AMS representatives chaired two sessions. One session discussed minority farming outreach programs. The other session introduced organic agriculture and described its potential for small farmers.

#### **Assistance to Farmers Markets Damaged by Hurricane Katrina.**

In November 2005, AMS Initiated an agreement with Loyola University and the Crescent City Farmers Market, both in New Orleans, to provide technical and marketing assistance to farmers, farmers market managers, and other market sponsors to restart farmers markets and other direct marketing enterprises affected by Hurricane Katrina.

#### **Farmers Market Training Conference**

AMS held a 4-M Farmers Market Training Conference (4-M stands for Mission, Marketing, Management, and Measurement) in New Orleans in January 2005 in partnership with the Crescent City Farmers Market and the Louisiana-based Farmers Market Council. The conference provided training on direct farm marketing to small farm producers and current farmers market tenants in the Southeast Region.

#### **AMS Staff Members to Participate in United Exports Workshop**

Project: United Exports, an AMS program, held a workshop on *Seizing Opportunities: Minority Farmers Preparing to Meet Industry Needs* in October 2004 in Alexandria. AMS is partnering with Resource One Nursery of Lettsworth, the Northeast Louisiana Black Farmers and Landowners Association, Alcorn State University of Mississippi, and, Southern University and A&M College, for this event. The focus of the workshop will be on the Memorandum of Understanding between USDA and Marriott International that was signed earlier this year to enhance USDA's and Marriott's outreach efforts to minority farmers, to increase their opportunities, improve their business capacity; and provide more sales outlets for their products. AMS invited representatives from Marriott, Glory Foods, Sylvia's, Piggly Wiggly's, and other local food stores to explain what they are looking for when making agricultural purchases and how minority farmers can meet those needs.

#### **Louisiana Farmers Attend Workshop**

In February 2002, Louisiana farmers attended a workshop entitled *Minority Farmers: Addressing Industry Needs and Standards* in Tallulah. The workshop is being held in conjunction with Project: United Exports, an AMS program to assist minority, small, and disadvantaged farmers step into the export market. AMS partnered with the Northeast Louisiana Farmers and Land Owners Association, the University of Arkansas, Alcorn State University, and Southern University in this endeavor. More than 100 farmers from several states attended.

#### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$37,600 was awarded to the Louisiana Department of Agriculture and Forestry, in cooperation with the Louisiana State University Agriculture Center, to research the market for U.S. sweet potatoes in selected EU markets, and analyze the nutritional content of the U.S. grown variety and competing varieties sold in target European markets.
- In 2002, \$29,050 was awarded to the Louisiana Department of Agriculture and Forestry, in cooperation with the Louisiana Agricultural Experiment Station, to

conduct flavor and nutritional analyses, and to develop a packaging system that will enhance competitiveness of U.S. sweet potatoes in the export market by maintaining nutritional quality and maximizing shelf life.

## **Regional Interest**

### **Minority Outreach Program Benefits Louisiana Farmers**

Project: United Exports, conducted a presentation at USDA Headquarters, entitled *Farming: A Family Business*. Peter Williams, the owner of Resource One Nursery of Lettsworth, and his family were featured in the presentation. Williams is a member of the Tri-State Stakeholders, a consortium of farmers from Mississippi, Louisiana, and Arkansas organized to build and establish a unified produce and livestock marketing strategy that will increase production and quality for current domestic markets. He is a “leader” farmer whose firm was named the Small Business Administration’s 2001 Minority Service Firm. He presented information on ways in which Louisiana, Arkansas, and Mississippi farmers can take part in the efforts initiated by USDA and Marriott to increase opportunities for minority farmers. The Williams children gave a presentation on their hardwood seedling tree business. Project: United Exports helps small and minority farmers to find global markets for their products.

## **General Interest**

### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.